

ABSTRACT

A method and system for providing a branded channel that includes branded channel content that is relevant to a brand is disclosed. The branded channel content may include high bandwidth content and is preferably delivered via a communication medium to a client computer, such as a home computer or an interactive kiosk. An embodiment of the method of providing a branded channel preferably includes delivering the branded channel via a communication medium, displaying the branded channel content, whereby the displaying step displays branded channel content with links to other content, the other content including a first progressive marketing opportunity, and displaying the first progressive marketing opportunity. The first progressive marketing opportunity is a marketing opportunity that is related to the displaying branded channel content.